مر 2005 م سر 2005 م						PTO/SB/21 (02-04)
Ē /	no person	U.S. Pate s are required to respond to a collect	nt and Tr	rademark Offic	e; U.S. D	gh 07/31/2006. OMB 0651-0031 EPARTMENT OF COMMERCE
PADENAM		Application Number	09/895		<u> </u>	
TRANSMITTAL		Filing Date	6/28/20	001		
FORM (to be used for all correspondence after initial filing)		First Named Inventor Denison W. Bollay				
		Art Unit	3622	3622		
		Examiner Name	Young, John L.			
Total Number of Pages in This Submission	16	Attorney Docket Number	D-1535	5		
	ENC	LOSURES (Check all tha	at apply	·)		
Fee Transmittal Form		Drawing(s)		1		ance communication ogy Center (TC)
Fee Attached		Licensing-related Papers		of A	Appeals	nmunication to Board and Interferences
Amendment/Reply	🗌	Petition				nmunication to TC ice, Brief,
After Final	4 F I	Petition to Convert to a Provisional Application		Pro	prietary	Information
Affidavits/declaration(s)		Power of Attorney, Revocation Change of Correspondence Add	race	Sta	tus Lett	er
		Terminal Disclaimer	1633	Oth	er Encl	osure(s) (please
Extension of Time Request				Return Po	ntify bel	•
Express Abandonment Request	봄 '	Request for Refund		r column c	or Oura	
Information Disclosure Statement		CD, Number of CD(s)				
Certified Copy of Priority Document(s)	Remai	rks				
Response to Missing Parts/ Incomplete Application						
Response to Missing Parts under 37 CFR 1.52 or 1.53						
SIGNA	TURE C	OF APPLICANT, ATTORN	IEY. O	R AGENT	-	
Firm Owen L. Lamb						
or Individual name						
Signature						- ***
Date May 2, 2005						
C	ERTIFIC	CATE OF TRANSMISSION	N/MAI	LING		
I hereby certify that this correspondence is b sufficient postage as first class mail in an en the date shown below.						
Typed or printed name Owen L. Lapato		•				
Signature	W)	L. Law	S		Date	May 2, 2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

EN 3622

MAY 0.4 2005 THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re app. of: Denison W. Bollay

Serial Number: 09/895,495

|GROUP ART UNIT: 3622

Examiner: Young, J.

Filed: 6/28/2001

Title: Displaying As A Map and Graphs On A Web Page

The Geographical Distribution of Visitors That Click On

Banner Ads in Cyberspace

AMENDMENT

Commissioner of Patents & Trademarks

Washington, DC 20231

Sir:

This paper is responsive to the Office Action mailed 2/3/2005. Please amend the application as set forth on the following separate sections in accordance with the revised format for amendments.

The separate sections are:

- I. Amendments to the claims
- II. Amendments to the specification
- III. Remarks